



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/926,774	12/18/2001	Rudolf Ritter	217092US	1457

22850 7590 10/05/2006

C. IRVIN MCCLELLAND
OBLON, SPIVAK, MCCLELLAND, MAIER & NEUSTADT, P.C.
1940 DUKE STREET
ALEXANDRIA, VA 22314

EXAMINER

O'STEEN, DAVID R

ART UNIT	PAPER NUMBER
----------	--------------

2623

DATE MAILED: 10/05/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.		Applicant(s)	
	09/926,774		RITTER ET AL.	
	Examiner		Art Unit	
	David R. O'Steen		2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 18 December 2001.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-14 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-14 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 18 December 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☒ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date <u>1-18-2002 and 11-19-2002</u> . | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Notice to Applicant

1. Art Units 2611, 2614 and 2617 have changed to 2623. Please make all future correspondence indicate the new designation 2623.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-2, 4-6, and 8-13 are rejected under 35 U.S.C. 103(a) as being unpatentable over Furness (US 5,596,339) in view of Scarampi (WO 90/02453).

As regards Claims 1 and 8, Furness discloses a method and device wherein the video data are projected directly on the retina of the user by means of a virtual retinal device (fig. 1.10, and col. 3, lines 61-64) and during the projecting of video data, data about the lines of sight of the user relative to the viewed video data are determined by determining current eye positions of user by means of an eye position detection module of the display device (such as an eye tracker, fig. 3.106, and col. 7, lines 41-55).

Furness, however, does not disclose that viewing data related to the viewing behavior of user when viewing video data and which viewing data are transmitted via a telecommunications network to a central unit, where they are further processed,

wherein the viewing data are transmitted to the central unit with at least the data on the lines of sight. Scarampi discloses that viewing data related to the viewing behavior (for example, information gathered from examining reflected light from viewers' eyes, pages 13 and 14, lines 26-34 and 1-2) of user when viewing video data and which viewing data are transmitted via a telecommunications network (such as a modem transmitting data over a telephone network) to a central unit, where they are further processed, wherein the viewing data are transmitted to the central unit (a central office or computer) with at least the data on the lines of sight (page 14, lines 4-24).

At the time of the invention, it would have been obvious to one skilled in the art to combine the capturing and processing of viewing data as done in Scarampi, an analogous art, with the virtual retinal display device of Furness to allow broadcasters and others a method of monitoring viewer behavior to gain valuable feedback related to their programming.

As regards Claims 2 and 10, Furness discloses that the current eye positions are compared with predefined values (the eye tracker is able track pupil positions and changes in pupil positions so that image may be updated to take into account where the viewer is now focusing, cols. 7 and 8, lines 55-67 and lines 1-2), and predefined actions are triggered on the basis of the result of the comparison (col. 4, lines 7-16).

As regards Claims 4 and 11, Scarampi discloses that the device includes an identification module, assigned to the user, with the user identification data, and the viewing data include user identification data (pages 12 and 13, lines 14-35 and 1-10).

At the time of the invention, it would have been obvious for one skilled in the art to combine the user identification data of Scarampi, an analogous art, to the virtual retinal display of Furness because user identification data is of great importance to broadcasters and advertisers.

As regards Claims 5 and 12, Scarampi discloses that the device includes a video identification module, which video identification module determines video identification data associated with the video data, and the viewing data include video identification data (page 18, lines 17-31).

At the time of the invention, it would have been obvious to one skilled in the art to combine the video identification of Scarampi, an analogous art, with the virtual retinal display of Furness so that broadcasters and advertisers can be sure they know what programming the viewer is watching.

As regards Claims 6 and 13, Scarampi discloses that the viewing data include time indications (pages 11 and 12, lines 35 and 1-12).

At the time of the invention, it would have been obvious to one skilled in the art to combine the time identifications of Scarampi, an analogous art, with the virtual retinal display of Furness so that broadcasters and advertisers can be sure what the viewer watched and for how long.

As regards Claim 9, Scarampi discloses that the feedback module is set up such that it transmits the viewing data via a telecommunications network (such as a phone network) to a central unit (col. 14, lines 13-24).

Claims 3, 7, and 14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Furness (US 5,596,339) in view of Scarampi (WO 90/02453) and in further view of Kiefl (US 5,382,970).

As regards Claim 3, Furness and Scarampi jointly disclose the method and device of Claims 1 and 8 but fail to disclose that the viewing data are stored in the said central unit. Kiefl discloses that the viewing data are stored in the said central unit (col. 7, lines 1-2).

At the time of the invention it would have been obvious to one skilled in the art to combine the central storage of Kiefl, an analogous art, with the viewing data capturing and processing method of Furness and Scarampi to allow the central unit to keep track of and compile a multitude of viewing records from a variety of users.

As regards Claims 7 and 14, Kiefl discloses that the telecommunications network is a mobile radio network (such as a cell phone network, col. 4, lines 19-30).

At the time of the invention it would have been obvious to one skilled in the art to combine the mobile radio network of Kiefl, an analogous art, with the viewing data capturing and processing method of Furness and Scarampi to eliminate the need for an installed fixed line communication system.


Conclusion

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to David R. O'Steen whose telephone number is 571-272-7931. The examiner can normally be reached on 8:30 to 5.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Grant can be reached on 571-272-7294. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

DRO


CHRISTOPHER GRANT
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2600